

I oppose loosening the rules designed to promote and protect diversity of media ownership. These rules were adopted to ensure that the public would receive a diverse range of viewpoints from the media, and not simply the opinions of a handful of media conglomerates. The cable ownership

cap is a crucial element of our democratic media, and it should not be weakened.

What does the end game become if the consolidation-merger process of the media is allowed to continue endlessly? The entire mass media being controlled by, literally, a few people? At what point does it become in the government's interest and responsibility to protect media diversity from the inevitable consolidation of an unleashed "free market?" I believe the time is at hand. Please protect diversity of our media! Thank you.